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ABSTRACT

A longitudinal look at the entering freshman classes of the University of North Carolina at Chapel Hill during the years 1966, 1970, 1974, 1978 is presented. Comparisons are made with entering freshmen at all universities participating in the annual freshman norms surveys sponsored by the American Council on Education and the Cooperative Institutional Research Program of the University of California at Los Angeles (CIRP). Data furnished by the Office of Undergraduate Admissions and the CIRP study are presented for: sex; age; race; religion; political orientation; parents' education; parents' income; high school grades; educational plans; probable career; college finances; college plans; important objectives; past activities; and opinions on social issues. Some highlights noted are these: women comprised 57.1 percent of the 1978 entering freshman class as compared to 20.8 percent of the class that entered in 1966; average SAT scores declined from 1152 in 1966 to 1063 in 1978; high school grades have improved; and the annual income of entering freshmen rose substantially. It is concluded that the university continues to attract motivated students, the types of students have not changed drastically, and there is a need for additional research to determine the success of the students after graduation. Additional data covering CIRP findings for the years not reported are available in the Office of Institutional Research. Tables provide statistical breakdown of findings. (LC)

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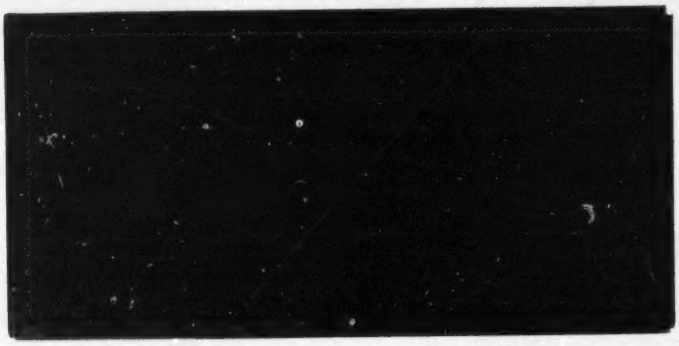

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THIRTEEN YEARS OF CAROLINA

FRESHMEN, 1966-1978

A longitudinal look at the entering freshman classes of The University of North Carolina at Chapel Hill from 1966 to 1978 and comparisons with entering freshmen at all universities participating in the annual freshman norms surveys sponsored by the American Council on Education and the Cooperative Institutional Research Program of the University of California at Los Angeles.

Timothy R. Sanford
Associate Director
Office of Institutional Research
The University of North Carolina at Chapel Hill
March, 1979

HIGHLIGHTS

- Women comprise 57.1% of the 1978 entering freshman class as compared to 20.8% of the class that entered Carolina in 1966.

- Average SAT scores declined from 1152 in 1966 to 1063 in 1978.

- Annual income of parents of our entering freshmen rose substantially as 47.3% reported yearly incomes of $25,000 or more in 1978 compared to 15.6% in 1966.

- High school grades have improved; in 1978, 64.9% reported average grades of "A" while in 1966, 34% reported such grades.

- Freshmen expressing expectations that they will be satisfied with UNC-CH have declined from 77.3% in 1970 to 72.5% in 1978.

- Attendance at church in the year preceeding college entry has increased among our entering freshmen from 67.9% in 1966 to 92.7% in 1978.

THIRTEEN YEARS OF CAROLINA FRESHMEN, 1966-1978

Since 1966 The University of North Carolina at Chapel Hill has participated in the annual survey of entering freshmen conducted jointly by the American Council on Education and the University of California at Los Angeles through the Cooperative Institutional Research Program (CIRP). Over the years the survey instrument has undergone considerable modification and expansion; yet, many individual questions have remained unchanged and these form the basis for a long-term comparison of entering freshmen: their backgrounds, their ideas, their plans.

In order to keep the quantity of data manageable, only four years--1966, 1970, 1974, 1978--are presented in this report. Data from the remaining nine years are available in the Office of Institutional Research and interested parties are encouraged to contact that office.

The purpose of this report is to provide information about changes in The University's freshman classes during the thirteen year period covered by the CIRP study. Also, comparisons are made between Chapel Hill freshmen and those at other universities in the United States. Basic data on The University's freshman classes, as furnished by the Office of Undergraduate Admissions, are presented first; then, data from the CIRP study are presented in the following areas:

a. Sex
b. Age
c. Race
d. Religion
e. Political Orientation
f. Parents' Education
g. Parents' Income
h. High School Grades
i. Educational Plans
j. Probable Career
k. College Finances
l. College Plans
m. Important Objectives
n. Past Activities
o. Opinions on Social Issues

In selecting questions from the surveys to be presented here, the process was influenced greatly by the relatively small number of questions asked in all

four years. Beyond that, the selection was based on a desire to present interesting rather than totally comprehensive findings. Complete results from all surveys are available in the Office of Institutional Research.

Profiles of Carolina Freshmen

Basic profile data on the entering freshman classes for the four years covered in this report are shown in Table 1. Some highlights are:

a. The change in sex distribution of entering freshmen. Women comprised 20.8% of the 1966 class but 57.1% of the 1978 class.

b. The growth in enrollment of minority students from 4.4% in 1970 to 9.5% in 1978.

c. The decline in average SAT scores from 1152 in 1966 to 1063 in 1978. This parallels the decline in national averages from 967 in 1965-66 to 897 in 1977-78.

d. The increase in percentages of students ranking high in their high school classes. Although test scores declined, 76.4% of the 1966 class was in the top quarter of their class as compared to 89.4% of the 1978 class being in the top fifth of their graduating high school class. (The change from quarters to fifths results from a change in format used by the Office of Undergraduate Admissions.)

e. The generally stable attendance patterns of freshmen from counties within North Carolina and from other states. It is somewhat interesting that the home county of this University (Orange) dropped from fifth place in 1966 to tenth place in 1978.

Overall, the first two changes are the ones to keep in mind while reading the remainder of this report. One should be aware that both the sizable increase in women and the increase in minority students introduce the possibility of additional sources of variation (other than the passage of time) into an analysis of the differences in freshmen entering The University.

TABLE 1 FRESHMAN CLASS PROFILE DATA

Enrollment Distributions:

	1966		1970		1974		1978	
Total	2288		2900		2887		3070[1]	
By Sex	#	%	#	%	#	%	#	%
Men	1811	79.2	2052	70.8	1505	52.1	1317	42.9
Women	477	20.8	848	29.2	1382	47.9	1753	57.1
By Race								
Black	Not Available		127	4.4	268	9.3	293	9.5
White			2765	95.3	2589	89.7	2718	88.5
Other			8	0.3	30	1.0	59	1.9
By Residency								
In-state	1734	75.8	2496	86.1	2327	80.6	2635	85.8
"Not-in-quota"	134	5.9	195	6.7	126	4.4	113	3.7
Out-of-state	420	18.4	209	7.2	434	15.0	332	10.5

Academic Records:

	1966	1970	1974	1978
SAT Scores				
Verbal	560	546	532	511
Math	592	580	568	552
Total	1152	1126	1100	1063

High School Rank[2]	#	%	#	%	#	%	#	%[3]
Top fifth	1747	76.4	2169	74.8	2577	89.3	2635	89.4
Second fifth	503	22.0	598	20.6	205	7.1	221	7.5

Notes

[1] Excludes 13 freshmen readmits.

[2] For 1966 and 1970, ranks shown are quartiles.

[3] Excludes 123 freshmen from high schools not providing ranks.

Freshman Class Profile Data (cont.)

Place of Residence:

North Carolina Counties (ranked by number of freshmen)

	1966		1970		1974		1978	
1966 Top Ten	#	Rank	#	Rank	#	Rank	#	Rank
Guilford	150	1	200	2	173	3	205	3
Mecklenberg	136	2	240	1	185	1	233	2
Wake	132	3	193	3	176	2	255	1
Forsyth	102	4	154	4	128	4	172	4
Orange	81	5	101	5	60	9	58	10
Durham	73	6	101	5	115	5	98	6
Buncombe	53	7	65	9	68	7	64	8
Cumberland	45	8	79	7	79	6	104	5
New Hanover	37	9	45	(11)	34	(16)	47	(12)
Gaston	35	10	49	10	49	(11)	59	9
Alamance	34	(11)	73	8	67	8	89	7
Catawba	29	(13)	39	(12)	58	10	48	(11)
Total Counties Represented:	89		96		94		94	

Freshman Class Profile Data (cont.)

Other States (ranked by number of freshmen)

	1966		1970		1974		1978	
1966 Top Ten	#	Rank	#	Rank	#	Rank	#	Rank
Virginia	81	1	68	1	79	1	43	2
New York	67	2	46	2	50	2	41	3
New Jersey	55	3	29	5	42	6	37	4
Georgia	40	4	34	4	43	5	45	1
Florida	37	5	29	5	46	4	37	4
Pennsylvania	35	6	25	8	35	8	21	8
Connecticut	31	7	19	10	19	10	20	10
Maryland	28	8	35	3	50	2	35	6
South Carolina	26	9	28	7	36	7	18	(11)
Tennessee	24	10	23	9	35	8	26	7
Ohio	13	(13)	14	(11)	17	(11)	21	8
Total States Represented:	34		33		37		33	

Source: Office of Undergraduate Admissions' Profiles of Freshman Classes Entering UNC-CH in Fall 1966, 1970, 1974, and 1978; enrollment distribution by race from the Office of Records and Registration.

Carolina Freshmen 1966-1978

The information presented in this section is based entirely on the responses of entering freshmen to the ACE/CIRP Freshman Norms Surveys. As not every freshman completed the surveys, there are some differences between these data and the freshman profile data presented earlier. Note that the tables also show comparative data for freshmen at all universities.

Table 2 shows freshman responses in four areas: sex, age, race, and religious preference. The change in sex distribution has already been commented upon for UNC-CH freshmen, and a similar, though less drastic, change is also evident among entering freshmen at all universities. Comparable findings for the race distribution are also evident.

The percentage of entering freshmen who are nineteen years of age or older has been increasing slightly for UNC-CH freshmen and for all university freshmen. Nevertheless, assuming that the "typical" age for a new freshman is 18, the findings show that fewer than 1 in 5 of our entering freshmen are older than the norm.

Religious preference does not show much change over the years, but it is interesting that the percentage selecting "None" peaked in 1970 which was in the midst of a period of campus (and societal) turmoil. The difference in religious preference between UNC-CH freshmen and those at other universities is also rather interesting, perhaps reflecting regional variation across the country.

In Table 3 one sees that the educational level of the parents of our freshmen has risen over the years as has parental income. The same holds true for freshmen at other universities. One also notices that UNC-CH freshmen seem to come from families in which the parents are better educated and have higher incomes than do freshmen at other universities. This is particularly noteworthy given the general "reputation" of the South as being somewhat behind

TABLE 2

CHARACTERISTICS OF ENTERING FRESHMEN 1966, 1970, 1974, 1978 (Expressed in percentages)

ITEM		UNC-CH			ALL UNIVERSITIES		
		Men	Women	Total	Men	Women	Total
Sex	1966	75.6	24.4	100.0	58.2	41.8	100.0
	1970	71.0	29.0	100.0	58.7	41.3	100.0
	1974	49.5	50.5	100.0	53.2	46.8	100.0
	1978	41.2	58.8	100.0	51.8	48.2	100.0
Age- 19 or older							
	1966	18.6	9.9	16.5	17.6	12.3	15.3
	1970	18.5	12.8	16.8	15.9	10.9	13.9
	1974	21.9	16.6	19.1	18.9	13.6	16.5
	1978	19.6	17.1	18.1	18.5	13.4	16.0
Race							
Black	1966	1.0	0.0	0.7	1.4	2.0	1.6
	1970	3.9	6.5	4.7	3.0	4.4	3.6
	1974	7.2	7.8	7.5	2.7	4.2	3.4
	1978	5.9	11.3	9.1	5.3	7.6	6.4
White	1966	98.1	99.8	98.5	95.0	95.0	95.0
	1970	95.5	93.3	95.1	95.3	93.7	94.6
	1974	91.5	91.5	91.5	94.9	93.8	94.3
	1978	92.5	87.7	89.7	92.0	89.7	90.0
Religious Preference							
Baptist	1966			Question not asked			
	1970	22.5	21.9	22.4	12.4	12.2	12.3
	1974	22.9	23.8	23.4	9.4	9.6	9.5
	1978	26.1	29.9	28.3	10.6	10.9	10.7
Methodist	1966			Question not asked			
	1970	20.6	21.4	20.8	11.6	12.0	11.8
	1974	20.5	22.9	21.7	10.5	11.2	10.8
	1978	18.6	21.4	20.3	10.5	11.5	11.0
Roman Catholic							
	1966	5.4	7.6	5.9	27.5	24.6	26.3
	1970	7.2	7.7	7.3	25.3	24.7	25.0
	1974	6.5	8.6	7.5	31.4	31.7	31.5
	1978	8.3	9.3	8.9	32.1	33.4	32.7
None	1966	8.1	4.6	7.3	9.6	6.4	8.2
	1970	11.5	11.0	11.3	15.0	11.2	13.4
	1974	10.6	7.4	9.0	13.8	10.8	12.4
	1978	10.8	6.3	8.1	11.5	8.2	9.9

TABLE 3

CHARACTERISTICS OF ENTERING FRESHMEN 1966, 1970, 1974, 1978 (Expressed in percentages)

ITEM		UNC-CH			ALL UNIVERSITIES		
		Men	Women	Total	Men	Women	Total
Father's Education							
High School Grad							
	1966	41.4	41.5	41.4	47.3	47.5	47.4
	1970	42.6	40.4	41.7	45.6	42.6	44.4
	1974	36.7	41.5	39.2	43.6	43.1	43.4
	1978	33.5	36.7	35.4	39.5	38.7	39.3
College Grad							
	1966	43.6	47.3	44.5	30.4	35.2	32.5
	1970	47.4	48.7	47.9	37.6	43.7	40.3
	1974	51.3	48.6	49.9	42.6	43.6	43.1
	1978	56.5	52.2	54.1	50.5	50.7	50.6
Mother's Education							
High School Grad							
	1966	56.5	57.4	56.8	63.7	64.3	64.0
	1970	55.0	55.8	55.3	63.2	62.6	62.9
	1974	52.3	58.5	55.4	62.9	62.7	62.9
	1978	53.3	54.1	53.8	60.3	59.2	59.7
College Grad							
	1966	33.3	35.9	33.9	19.3	22.4	20.6
	1970	37.3	37.9	37.5	24.3	27.3	25.6
	1974	38.4	35.2	36.7	27.3	27.5	27.3
	1978	40.4	38.7	39.5	32.2	32.8	32.5
Parental Income							
$0-9,999	1966	40.4	40.5	40.4	49.8	44.9	47.9
	1970	21.8	25.6	22.9	25.7	24.5	25.2
	1974	15.8	14.4	15.1	15.4	17.6	16.3
	1978	7.0	13.5	10.8	8.7	10.6	9.6
$10,000-24,999							
	1966	42.5	49.1	44.1	41.0	46.0	43.0
	1970	55.4	57.1	55.8	58.7	57.6	58.1
	1974	53.0	54.8	53.8	59.7	57.2	58.6
	1978	40.6	42.9	42.0	44.0	42.9	43.4
$25,000-							
	1966	17.0	10.6	15.6	9.3	9.1	9.2
	1970	22.9	17.3	20.4	15.6	17.5	16.6
	1974	31.2	30.8	31.1	24.9	25.2	25.1
	1978	52.3	43.5	47.3	47.3	46.5	46.9

the rest of the nation in the areas of personal income and educational attainment.

The effects of inflation are somewhat difficult to measure as one looks at the figures on parental income, but one may be somewhat surprised to learn that nearly half of our 1978 freshmen (47.3%) come from families with incomes over $25,000. Even more surprisingly, better than 1 in 10 (13.7%) come from families with incomes over $50,000 (a figure not presented in the table). We should not lose sight of the fact, however, that ten percent of our 1978 freshmen report family incomes of less than $10,000.

One possible implication of the finding that 47.3% report incomes greater than $25,000 is that, correspondingly, 52.7% of our freshmen come from families with incomes less than $25,000 per year. Under the new Middle Income Student Assistance Program passed by Congress last fall, all students with adjusted family incomes under $25,000 will be eligible for Basic Grants of at least $200. Thus, we may find that a majority of our students can be eligible for federal student financial assistance. (It should be noted that a large number of our students already apply for and are awarded federal student aid.)

Table 4 shows freshman responses to questions about their high school grades, political orientations, and highest degree plans. Except for a slight dip in the percentage reporting mostly A grades in 1970, this percentage has risen noticeably over the years. The increase for men has been much more dramatic than that for women, and one wonders if this might be related to the change in sex distribution. As fewer men were admitted, the competition increased and only those men with better high school grades were accepted. Certainly there are other factors involved (such as grade inflation), but this trend toward grade equalization between entering men and women may be an unintended benefit of equalizing their educational opportunities.

In looking at political orientation, the major finding is the rise in

TABLE 4

CHARACTERISTICS OF ENTERING FRESHMEN 1966, 1970, 1974, 1978 (Expressed in percentages)

ITEM		UNC-CH Men	UNC-CH Women	UNC-CH Total	ALL UNIVERSITIES Men	ALL UNIVERSITIES Women	ALL UNIVERSITIES Total
High School Grades (Average)							
A	1966	28.0	52.6	34.0	17.4	27.7	21.7
	1970	25.6	52.7	33.6	20.3	30.1	24.3
	1974	55.1	67.2	61.2	26.8	35.6	31.0
	1978	60.1	68.3	64.9	33.0	42.3	37.6
B	1966	57.4	45.4	54.6	58.2	61.1	59.3
	1970	63.3	46.5	58.1	61.7	61.3	61.5
	1974	42.7	32.4	37.5	58.5	57.4	58.0
	1978	38.5	31.2	34.2	56.2	52.3	54.4
Political Orientation							
Liberal							
	1966	28.2	24.1	27.2	23.8	20.5	22.4
	1970	47.2	42.9	45.8	43.2	37.9	41.0
	1974	35.2	28.0	31.6	35.6	32.0	33.9
	1978	26.1	25.5	25.7	28.7	27.2	28.0
Conservative							
	1966	23.8	16.6	22.0	19.9	13.5	17.2
	1970	18.0	13.4	16.6	17.8	16.2	17.2
	1974	16.1	14.3	15.2	16.2	12.5	14.4
	1978	28.5	17.4	22.1	21.5	14.2	18.0
Highest Academic Degree Planned							
Bachelor's							
	1966	30.3	50.7	35.3	30.0	51.5	39.0
	1970	27.8	46.6	33.2	28.0	46.3	35.6
	1974	25.1	51.9	38.7	32.6	43.5	37.7
	1978	30.8	44.2	38.6	30.0	37.1	33.4
Master's							
	1966	24.0	33.2	26.3	31.8	32.3	32.0
	1970	22.0	31.6	24.8	32.2	34.0	33.0
	1974	16.8	23.2	20.0	25.2	28.2	26.6
	1978	20.3	25.3	23.2	32.0	32.9	32.4
Doctorate or Professional							
	1966	42.7	12.9	35.3	30.6	9.6	21.9
	1970	49.0	20.5	40.8	37.7	14.5	28.0
	1974	57.0	24.1	40.3	37.6	22.2	30.4
	1978	48.4	29.3	37.1	35.3	26.5	31.2

liberalism, and corresponding dip in conservatism in the 1970 and 1974 entering classes. Given the current social/political milieu, one is not surprised to see a resurgence of conservative leanings in 1978 in both UNC-CH freshmen and those at other universities.

Changes in plans for earning academic degrees show a number of fluctuations over the years. For Carolina freshmen, the overall totals show little change but differences between men and women are rather interesting. For men, 1974 was the year in which the highest percentage expressed plans to earn a doctoral or professional degree (57.0%) and in which the lowest percentage expressed an interest in bachelor's (25.1%) or master's (16.8%) degrees. By 1978, however, these percentages had returned to levels more closely aligned with the 1966 figures, except for the rise from 42.7% to 48.4% in the doctoral/professional category. For women, there has been a steady increase since 1966 in the percentage planning to earn a doctoral or professional degree (12.9% in 1966, 29.3% in 1978). Slight decreases in the bachelor's and master's degrees categories parallel this trend.

In considering freshmen at all universities, similar findings, particularly for women, are evident. Chapel Hill freshmen seem more likely to seek either the bachelor's degree or a doctoral/professional degree than freshmen at other universities among whom a higher percentage express plans for a master's degree. Possibly this is influenced by the fact that UNC-CH offers many doctoral and professional programs which are not available at all universities, or it could be related to the better high school records of Carolina freshmen.

The data in Table 5 show how freshmen feel about financing their college expenses, about their chances of dropping out, transferring, or being satisfied with their college, and about their future career occupations. The four areas of careers were selected because they were consistently listed over all 13

TABLE 5

CHARACTERISTICS OF ENTERING FRESHMEN 1966, 1970, 1974, 1978 (Expressed in percentages)

ITEM	UNC-CH Men	UNC-CH Women	UNC-CH Total	ALL UNIVERSITIES Men	ALL UNIVERSITIES Women	ALL UNIVERSITIES Total
Concern About Financing College Education						
Some or Major						
1966	54.9	58.3	55.8	63.9	62.3	63.2
1970	53.4	64.1	56.5	66.8	66.2	66.5
1974	54.3	60.4	57.4	60.2	65.5	62.7
1978	53.6	62.7	58.9	61.5	69.1	65.1
Chances are Very Good that Students Will: (not asked in 1966)						
Drop-out of college temporarily						
1970	0.8	0.5	0.7	1.2	1.6	1.4
1974	1.0	1.1	1.1	1.6	1.8	1.7
1978	0.9	0.9	0.9	1.1	1.3	1.2
Transfer						
1970	3.4	4.8	3.8	7.1	9.7	8.2
1974	2.8	2.8	2.8	8.3	11.2	9.7
1978	3.5	3.9	3.7	6.1	7.1	6.6
Be satisfied with college						
1970	75.5	81.8	77.3	65.9	71.8	68.3
1974	73.2	81.4	77.3	51.4	61.6	56.2
1978	67.9	75.8	72.5	55.8	64.8	60.1
Probable Career Occupations						
Businessman						
1966	21.6	1.1	16.6	17.1	3.1	11.2
1970	15.4	2.6	13.5	14.0	2.7	9.3
1974	13.4	6.5	9.9	14.1	7.1	10.8
1978	15.2	6.2	9.9	13.8	7.8	10.9
Doctor (MD or DDS)						
1966	17.9	3.4	14.3	10.3	2.5	7.0
1970	15.0	4.1	13.9	10.5	2.9	7.5
1974	24.1	7.5	15.7	12.5	5.8	9.3
1978	21.1	11.4	15.5	10.7	6.3	8.6
Lawyer 1966	16.0	1.4	12.4	8.3	0.9	5.2
1970	19.3	2.5	14.4	9.6	1.7	6.3
1974	16.1	5.3	10.6	7.9	3.6	5.9
1978	15.2	7.2	10.5	8.2	5.2	6.7
Health Professions (Non M.D.)						
1966	7.4	18.2	10.0	3.5	8.6	5.7
1970	4.6	12.9	7.0	3.1	8.4	5.3
1974	5.9	22.5	14.3	6.5	16.5	11.2

years of the survey and because comparatively high percentages of our freshmen indicated an interest in them. There are no particularly significant findings evident in the data on probable career occupations, but the percentage of women expressing an interest in all four areas--business, medicine/dentistry, other health fields, law--has increased over the years.

College finances are obviously a concern to freshmen although not to quite the same extent in Chapel Hill as at other universities. It is interesting that concern about finances is just as high today (even higher) than it was in 1966 despite the fact that most state and federal student financial aid programs have been implemented since 1966. While it may be idealistic to expect that the advent of massive student aid programs would have relieved the concern over financing the college experience, one might have hoped to see at least some reduction in this area.

On the survey forms used i. 1970, 1974, and 1978, freshmen were asked to indicate their chances of doing a number of things during their college years. Three have been selected for this report: 1) Drop-out of college temporarily; 2) Transfer to a different college; 3) Be satisfied with college. For UNC-CH freshmen there were no appreciable changes over the years, but the percentage saying they expected to be satisfied with college did decline somewhat from 77.3% in 1970 to 72.5% in 1978. Higher percentages of UNC-CH women seem to feel that they will be satisfied with their experiences here than do men. Comparing the responses of Carolina freshmen with those of freshmen at all universities, one sees that other freshmen are more inclined to feel that they will drop-out temporarily or that they will transfer to another college. Correspondingly, other freshmen feel less certain that they will be satisfied with their colleges.

The data shown in Table 6 consist of Activities Engaged in During the Past Year and Important Objectives in Life. The three activities presented

TABLE 6

CHARACTERISTICS OF ENTERING FRESHMEN 1966, 1970, 1974, 1978 (Expressed in percentages)

ITEM		UNC-CH Men	UNC-CH Women	UNC-CH Total	ALL UNIVERSITIES Men	ALL UNIVERSITIES Women	ALL UNIVERSITIES Total
Activities Engaged in During Past Year							
Smoked cigarettes							
	1966	22.1	16.2	21.4	17.9	13.9	16.1
	1970	14.5	10.0	13.2	13.3	12.0	12.5
	1974			Not asked			
	1978	6.3	8.7	7.7	7.5	12.9	10.1
Drank beer	1966	66.5	45.5	61.3	64.1	42.6	55.1
	1970	69.3	44.6	62.1	67.6	45.4	58.4
	1974			Not asked			
	1978	78.7	67.3	72.0	82.8	71.5	77.3
Attended church	1966	66.0	73.7	67.9	55.4	66.7	60.1
	1970	91.7	94.0	92.4	86.2	90.0	87.8
	1974			Not asked			
	1978	89.9	94.7	92.7	84.1	89.3	86.6
Important Objectives in Life							
Be an authority in my field							
	1966	68.4	62.5	67.0	71.4	62.5	67.7
	1970	76.5	71.3	75.0	71.5	62.3	67.9
	1974	69.3	64.8	67.1	67.5	62.3	65.0
	1978	80.1	80.0	80.1	77.0	74.2	75.6
Obtain recognition from peers							
	1966	48.1	37.8	45.6	48.9	36.7	43.8
	1970	45.8	36.7	43.1	45.6	34.4	41.0
	1974	40.4	31.5	35.9	43.9	35.7	40.1
	1978	56.3	51.2	53.3	56.1	51.6	53.9
Be well-off financially							
	1966	54.2	30.9	48.5	54.3	31.3	44.7
	1970	45.4	26.0	39.8	44.9	24.9	36.6
	1974	48.4	33.4	40.8	51.7	34.0	43.4
	1978	64.2	52.0	57.0	67.1	53.4	60.4
Help others in difficulty							
	1966	63.1	77.1	66.5	58.2	77.9	66.5
	1970	58.8	70.3	62.1	57.2	73.4	63.9
	1974	62.0	73.1	67.6	52.3	70.1	60.7
	1978	67.7	76.3	72.8	58.5	73.0	65.5

here were selected somewhat arbitrarily from the long list used in the surveys (the question was not asked in 1974). In terms of cigarette smoking, one may be pleased that the percentage of UNC-CH freshmen (and all freshmen) who reported engaging in this activity declined noticeably from 1966 (21.4%) to 1978 (7.7%). Interestingly enough, considering the tobacco tradition in North Carolina, UNC-CH freshmen show lower percentages having smoked cigarettes in 1978 than other freshmen despite having shown higher percentages than other freshmen in 1966.

The consumption of malt beverages (drinking beer), however, shows evidence of considerable increase over the 13 years covered by the surveys. This is true for both sexes and for both Carolina and other freshmen, in particular have women increased in the percentage who reported having engaged in this traditional student activity. UNC-CH freshmen had higher percentages than other freshmen in the 1966 and 1970 surveys, but freshmen from other universities surpassed our entering class in 1978. If Chapel Hill is indeed an area of high beer consumption, as the local media have reported recently, it must be an acquired trait (and taste) rather than one that our freshmen bring with them.

Church attendance in the year preceding college has increased over the years for UNC-CH freshmen and others. Our freshmen report a higher rate of attendance than other freshmen throughout the country.

Four Important Objectives in Life are shown in Table 6. "Being an authority in one's field" continues to be important to freshmen. Men are more likely to rate this area as important than are women, and Carolina freshmen place more importance on it than do other freshmen. "Obtaining recognition from one's peers" is generally of less importance; it is equally important to our freshmen and to others. Once again, men place more importance on this

objective than do women.

"Being well-off financially" has become more important over the years although more so to other freshmen than to UNC-CH freshmen. Men place more importance on this objective than do women. Finally, "Helping others in difficulty" continues to rank high in importance for all freshmen. Women place more importance on this objective than men, and Carolina freshmen in general place more importance on it than do other freshmen. Somehow it is reassuring to know that nearly three-quarters of our entering freshman class consider helping others an important objective in life.

The concluding area covered in this report is shown in Table 7 and deals with five social issues to which freshmen were asked to express their agreement (the question was not asked in 1966 and certain issues were omitted in 1974). Briefly the findings are as follows:

1. Marijuana should be legalized: There was little change over the years for UNC-CH freshmen, but there was a slight increase in agreement among freshmen at all universities. More men are in agreement than women.

2. Legalize abortions: There has been a rather dramatic decline in agreement from 1970 to 1978 among both women and men.

3. Abolish capital punishment: A drastic decline from 1970 to 1978 was also indicated here in the percentage of freshmen expressing agreement.

4. Married women should stay home: While the wording of this (and the following) statement has changed slightly from one survey to the next, the basic idea remains the same. The percentage of freshmen agreeing has declined noticeably over the years with women agreeing less than men.

5. Women should receive the same opportunities: Agreement with this statement has been high every year that it has been included in the survey. In 1978 for Carolina freshmen, 90.9 percent of the men and 97.5 percent of the women agreed.

Conclusion

The temptation is strong, in reports such as this, to try to interpret the data which are presented. To some extent this temptation has prevailed as

TABLE 7

CHARACTERISTICS OF ENTERING FRESHMEN 1966, 1970, 1974, 1978 (Expressed in percentages)

ITEM	UNC-CH Men	UNC-CH Women	UNC-CH Total	ALL UNIVERSITIES Men	ALL UNIVERSITIES Women	ALL UNIVERSITIES Total
Agree Strongly or Somewhat (Question not asked in 1966)						
Marijuana should be legalized						
1970	49.7	44.0	48.1	47.7	43.1	45.5
1974	47.4	38.6	42.9	49.7	44.4	47.2
1978	48.2	41.8	44.4	54.5	50.2	52.4
Legalize abortions						
1970	93.0	94.0	93.3	89.8	88.2	89.1
1974			Not asked			
1978	64.8	69.0	67.3	60.8	62.4	61.6
Abolish capital punishment						
1970	62.8	73.6	65.9	57.7	65.8	61.0
1974			Not asked			
1978	26.6	36.2	32.3	27.6	39.0	33.1
Married women should stay home						
1970	51.2	22.3	42.8	50.4	28.2	41.2
1974	26.4	12.9	19.6	33.8	14.5	24.7
1978	28.7	15.7	21.1	29.4	14.8	22.3
Women receive same opportunities						
1970	82.2	92.2	85.1	80.1	90.7	84.5
1974	93.4	97.0	95.2	90.1	96.2	93.0
1978	90.9	97.5	94.8	91.0	97.8	94.3

Note:

Response rates for UNC-CH freshmen for the four surveys are:

1966	78.3%
1970	88.9%
1974	79.8%
1978	91.4%

numerous comments throughout the report demonstrate. Nevertheless, the intent was to present the data for information purposes and to refrain (for the most part) from offering subjective, personal feelings about the findings.

The thirteen years of entering freshmen classes covered by this report and the CIRP surveys show some unmistakable changes in Carolina freshmen. They get better grades in high school and are ranked higher, but they have lower SAT scores. Their parents are better educated and family incomes are higher; yet, they are still concerned about college expenses. Their objectives in life have remained much the same and reflect a blend of altruism and pragmatism. They are more likely to be women these days, but they continue to be concentrated in the age group which enters college "fresh" from high school. Their political orientations and feelings about social issues seem to parallel general trends evident throughout society. They continue to plan for graduate or professional education, and they dream of entering the same occupations after college as they did more than a decade ago. They drink more, smoke less, and go to church about the same. All in all, the figures reflect a remarkable degree of stability and consistency over the years despite the number of changes which are apparent.

In terms of the usefulness of this information to The University community, several points can be made. First, the data demonstrate that The University continues to attract able, motivated students who expect to be satisfied with their experiences here. As a corollary to this, we also seem to graduate students who are quite satisfied with their experiences as reflected in our surveys of graduates (for example see "Survey of May 1977 Graduates of The University of North Carolina at Chapel Hill", Office of Institutional Research, April 1978).

Second, this report suggests that The University is not attracting noticeably different types of students despite the increase in women and minority students. If increased diversity among the student population is a goal of The University, this finding may be evidence of a failure to attain that goal.

Third, the whole realm of information contained in the CIRP surveys suggests a number of avenues for additional research to be done by The University. We know with some certainty how our freshmen have changed over the years and we have a general idea of how our graduates have fared over the years; yet, we do not really know what changes (if any) occur in our freshmen as they progress toward graduation. It may be time for us to utilize the capabilities of the CIRP data by following up on one or more of the freshmen classes as they prepare to leave or soon after they have left Chapel Hill. Do their political orientations, important objectives in life, or feelings on social issues change during college? Research is available from other campuses and nationally (for example, Four Critical Years by Astin, 1978), but what about Carolina freshmen?